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# U.S. Outbound

## NTA and TMI

### U.S. Outbound Cooperative Research Program

**The Power of Partnership** - The National Tour Association (NTA) is teaming up with Travel Market Insights (TMI) to provide NTA members with cost effective access to U.S. traveler metrics. This partnership provides members access to the best annual outbound research available.

TMI specializes in developing U.S. international outbound and inbound reports for national tourism organizations (NTO), destination marketing organizations (DMO) and businesses. Traditionally, the basic cost for the raw data was too costly for many NTO's/DMO's and businesses - making this vital data inaccessible to many. By cooperatively buying the raw data, NTA and TMI can now offer DMO's and businesses affordable reports on U.S. travelers to your country.

**Cost starts as low as \$3,600 for a country report. Cost is based on the NTA/TMI cooperative research program only.**

#### What's Included

- Number of U.S. travelers
- Residency of U.S. travelers
- Trip planning
- Spending
- Purpose of trip
- Activities
- Visitor demographics
- 29 tables are featured in all

#### Deadline for Ordering

- 2009 Visitor Report Commitment - **Due by July 15, 2010.**

#### Reports Delivered

- Reports begin to be produced in early July 2010. Report delivery will be based on a "first come first out" basis. Contact TMI for additional details.

#### Special Notes

- The cooperative program is based on a minimum number of cooperating subscribers. Should the minimum not be met the subscribers will have the choice to withdraw or consider paying additional cost split evenly.

**-Turn over for ordering information-**



**NTA/TMI U.S. Outbound Research Cooperative Program (continued)**

**Data Collection**

- TMI specializes in developing custom reports using the Survey of International Air Travelers (SAIT). The consumer outbound metrics are collected as U.S. travelers depart the United States. Surveys are collected in the airport boarding area and in-flight (on the airline). The survey (available in 12 languages and consisting of 29 multi-part questions) is self-administered by the traveler.

**Product Differentiation**

- Survey data provides information on travel from the entire U.S. – to overseas and Mexican-air market places or any sub-region and/or true origin-destination itineraries, unlike individual airline, alliance-only surveys or datasets that are predominantly U.S. carrier focused. Survey data reveals the nature of the customer, his/her choice patterns and demographics and is not just an onboard service evaluation.

U.S. Outbound NTA/TMI Research Cooperative Program Order Form					
	Banner 1	Banner 2	Banner 3	Banner 4	Cost (in U.S.) \$3,500/Banner
Banner Example 1	<i>Italy</i>	blank	blank	blank	\$3,600
Banner Example 2	<i>Italy</i>	<i>Rome</i>	<i>Venice</i>	<i>Italy Leisure</i>	\$14,400
Enter Your Banner Country/City					
<b>Total</b>					

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

**SEND ORDER FORM TO:** Travel Market Insights, Attention Inbound Coop Research Program. By e-mail to: [scott@travelmi.com](mailto:scott@travelmi.com). Travel Market Insights will contact you for billing and to confirm your request. If you would like further information about the reports please contact Mr. Scott C. Johnson, Principal at Travel Market Insights. Call 518-668-2559 or send Scott an e-mail at [Scott@travelmi.com](mailto:Scott@travelmi.com).